

# Fashion Calendar 1947

JANUARY

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## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, SEPTEMBER 19, 1947</u>			
Beginning Friday Sept. 19	HOLIDAY AND RESORT DRESS COLLECTION Andre d'Aulan presents his holiday and tropical models for afternoon and evening wear. Press by appointment. Contact: PL. 9-2320.	ANDRE D'AULAN, INC.	19 EAST 53RD STREET SHOWROOM
Friday Sept. 19 1:00 P.M.- 1:30 P.M.	FASHION SHOWING BY TELEVISION "Eye for Fashion"--featuring De Angelis Original dinner gown. Producer: Lee Cooley of McCann-Erickson. Fashion Coordinator: Lucille Hudiburg, EL. 5-3508. For tickets, contact: CI. 7-8300.	SWIFT & COMPANY	WNBT CHANNEL 4
Friday Sept. 19 2:00 P.M.- 6:00 P.M.	PRESS SHOWING OF VARIED ACCESSORIES Presentation of accessories for men, women, children, and the house, with special emphasis on imports from Italy, France and Eastern Europe. Contact: Marré Kahler, PL. 9-2144.	MARRÉ KAHLER	130 EAST 59TH STREET 5TH FLOOR
Sept. 20	NAT'L NOTION WEEK (Sept. 20-Sept. 27). Contact: George Pounder, LE. 2-4455.		
Sept. 21	NATIONAL DOG WEEK (Sept. 21-Sept. 27).		
<u>WEEK BEGINNING MONDAY, SEPTEMBER 22, 1947</u>			
Sept. 22	NAT'L SWEATER WEEK (Sept. 22-Sept. 27). Publ.: Martin Stern, VA. 6-0543.		
Monday Sept. 22- Sept. 27	ORIGINAL "GIBSON GIRL" MODE ON DISPLAY The "Gibson Girl" as she was at the turn of the century, authentically represented in clothes from the Traphagen collection which, with minor alterations, might be worn today in the new shirtwaist and skirt mode. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Monday Sept. 22 1:00 P.M. Luncheon	FALL AND WINTER FASHION SHOWING Annual Fall Fashion Showing of Spectator Sports, Town and Junior Clothes by De Pinna. Press by invitation. Public by reservation. For reservations, contact PL. 3-4500, Ext. 123. De Pinna Publicity: Dorothy Coburn, VO. 5-4800. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	DE PINNA	ST. REGIS HOTEL ROOF
Monday Sept. 22 3:00 P.M.	PRESS PREVIEW: OPENING OF NEW BUILDING Esther Dorothy will have a preview showing of her new fur collection and formal opening of her new building. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	ESTHER DOROTHY	68 EAST 56TH STREET



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 22- Sept. 23 3:30 P.M.	CHINESE FASHIONS IN SHOWING Shanghai-Kresge-Newark fashion show given in cooperation with Lentheric in the Thimbleberry Room Restaurant. Anna May Wong will appear in the fashion showing and also do a commentary on Chinese fashions and customs. Press invited. Publicity: Marie Guthrie, MITCHELL 2-8000, Ext. 474.	KRESGE-NEWARK; LENTHERIC	RESTAURANT 7TH FLOOR
Sept. 23	FIRST DAY OF AUTUMN (Tuesday).		
Tuesday Sept. 23 12:00 Noon- 2:00 P.M. Luncheon	PRESS PREVIEW: NEW, ENLARGED ANTIQUE SHOP Bergdorf Goodman will have a buffet luncheon for the press, to introduce their new and enlarged antique shop on the fourth floor. Attendance by invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Tuesday Sept. 23 12:30 P.M. Luncheon	SHOWING OF EDDIE RUBENSTEIN ORIGINALS Debut luncheon at 1-2-3 Club with showing of junior-sized holiday clothes designed by Eddie Rubenstein of Crestlee, Inc. The dresses will be available at Saks Fifth Avenue. Press by invitation. Public by reservation. For reservations, contact "Joseph", headwaiter at 1-2-3 Club, PL. 9-9131. Eddie Rubenstein Publicity: Sara Fox, Inc., MU. 3-6526.	EDDIE RUBENSTEIN OF CRESTLEE, INC.	1-2-3 CLUB 123 EAST 54TH ST.
Tuesday Sept. 23 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOWING First fashion show in this country by Marchesa Lili Spinola, presenting custom-made afternoon and evening dresses and suits, emphasizing the dressy costume which can still be conservative and practical. (Show originally scheduled for Wed., Sept. 24.) Press by invitation. Public by reservation. For reservations, contact "Jack", Cotillion Room headwaiter, RE. 4-5900. Contact: Lili Spinola, EL. 5-3910. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.	LILI SPINOLA (222 EAST 49TH ST.)	HOTEL PIERRE COTILLION ROOM
Tuesday Sept. 23 3:00 P.M.	PRESS SHOWING OF NEW FASHIONS Presentation of custom-order and ready-to-wear originals by Jonai, including street, evening and dinner clothes, coats and suits. Attendance by invitation only. Contact: Milton Cline, Jonai, Inc., PL. 5-3500.	JONAI, INC.	408 PARK AVENUE SALON
Tuesday Sept. 23 4:00 P.M.	PRESS SHOWING OF NEW HOSIERY FASHIONS Winter fashions in hosiery will be presented by Gotham at a preview for the press. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	GOTHAM HOSIERY	RITZ-CARLTON HOTEL BALLROOM
Tuesday Sept. 23 4:30 P.M.- 6:00 P.M.	OPENING OF NEW FURNITURE GALLERY Lord & Taylor will open their new furniture galleries consisting of three individual shops: 18th century English, French Provincial, and Modern. Attendance by invitation only. Publicity: Gloria Carr, WI. 7-3300, Ext. 421.	LORD & TAYLOR	8TH FLOOR GALLERY
Sept. 24	JEWISH DAY OF ATONEMENT - YOM KIPPUR (Wednesday).		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 24 12:30 P.M. Luncheon	PRESS SHOWING OF CUSTOM MILLINERY Saks Fifth Avenue will present their new custom-order millinery collection to the press. By invitation only. Publicity: Helen Kauper, PL. 3-4000.	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE
Wednesday Sept. 24 1:00 P.M. Luncheon	FASHION SHOWING OF MILLINERY AND DRESSES Luncheon showing of new millinery and dresses by Maretta Feeley. Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Contact: Maretta Feeley, PL. 5-6183. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	MARETTA FEELEY (6 EAST 53 ST.)	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 24 2:30 P.M.	SHOWING OF FASHIONS UNDER FIFTY DOLLARS Fashions sponsored by "Good Housekeeping" Magazine to sell for less than \$50.00. Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Wednesday Sept. 24 3:00 P.M.	SHOWING OF INTIMATE APPAREL FOR WOMEN New intimate apparel for women will be presented by Abraham & Straus. Open to public. Publicity: Alvild Wiman, TR. 5-7200.	ABRAHAM & STRAUS	8TH FLOOR SPECIAL EVENTS CENTER
Thursday Sept. 25 12:15 P.M. Luncheon	MEMBERS' MONTHLY LUNCHEON MEETING "The New Fashion Is Travelling Fast", an analysis of the Paris collections by Mrs. Carmel Snow, editor, <u>Harper's Bazaar</u> . Showing of a few clothes from the French collections. Chairman Program Committee: Eleanor Pollock. Price, including tax and tip: \$3.50 for members; \$3.75 for guests. (Guests limited to 2 to each member). Reservations close Wednesday, Sept. 24, 5:00 P.M., and must be paid for if not cancelled by that time. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday Sept. 25 1:00 P.M. Luncheon	CUSTOM-MADE ORIGINALS AT LUNCHEON SHOWING "Winter Forecast"--custom originals of fabrics from France. A luncheon showing by Renel of Paris, presenting afternoon and evening fashions for Fall and Winter. Press by invitation. Public by reservation. For reservations, contact "Thomas", PL. 3-1740, Ext. 44. Publicity: Laurence Rosenbaum, MU. 3-0508. Hotel Plaza Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740, Ext. 424 or 169.	RENEL OF PARIS (751 MADISON AVE.)	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 25 3:00 P.M.	PRESS SHOWING: CUSTOM ORDER FASHIONS Carrie Munn will present her custom-made fashions to the press. Attendance strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	CARRIE MUNN	640 MADISON AVENUE SAION
Thursday Sept. 25 7:30 P.M. Supper	PRESS SUPPER TO INTRODUCE NEW COLORS Unveiling of Maurice Rentner's color gallery and new fashions at a buffet supper for the beauty and fashion press. Attendance by invitation only. Publicity: Fredy Schey, LA. 4-6968.	MAURICE RENTNER	498 SEVENTH AVENUE SHOWROOMS
Sept. 28	DAYLIGHT SAVING TIME ENDS (Sunday)--Move clocks back one hour.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 29 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOWING Custom-made and ready-to-wear fashions by Peggy Roth. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Contact: Peggy Roth, PL. 8-2904. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	PEGGY ROTH (400 PARK AVE.)	ST. REGIS HOTEL ROOF
Monday Sept. 29 4:00 P.M.	MADE-TO-ORDER MILLINERY FASHIONS <u>Attendance strictly by invitation.</u>	BERGDORF GOODMAN	5TH AVE. & 57TH STREET
Monday Sept. 29 9:00 P.M.	AMERICAN FASHION CRITICS' AWARD Coty will present the annual American Fashion Critics' Award. <u>Attendance strictly by invitation.</u> Publicity: Eleanor Lambert, PL. 5-8580.	COTY, INC.	CITY HALL
Sept. 29	NATIONAL BUSINESS SHOW (Sept. 29-Oct. 4)		
Cancelled Sept. 30	ALFRED RAINER'S PRESS SHOWING OF HIS NEW FUR COLLECTION, ORIGINALLY SCHEDULED FOR TUESDAY, SEPT. 30, AT 10:00 A.M. HAS BEEN CANCELLED.		
Tuesday Sept. 30 10:00 A.M. Breakfast	PREVIEW OF THIRTY FABRIC DESIGNS Edward Fields will introduce approximately 30 fabric designs, created and hand-printed by Donelda Fazakas. Among the designs to be shown are: "Smoke Rings", "Bone of Contention", "Sassafras", "Ching", and "Fauna". Attendance by invitation. Publicity: Doris Herzig, Franklin Fisher and Associates, Inc., MU. 9-3414.	EDWARD FIELDS	509 MADISON AVENUE
Tuesday Sept. 30 1:30 P.M.	"PAINTINGS OF THE YEAR" FOURTH COMPETITION Formal inauguration of the exhibition "Paintings of the Year" from Pepsi-Cola's Fourth Annual Competition of 159 Contemporary Paintings, chosen by juries of art experts as the best produced in America today. The awarding of prizes and fellowships will take place in the Sculpture Court, ground floor. Attendance by invitation only. Exhibition will be open to public, free, from Oct. 1 to Nov. 2, 10:00 A.M. to 5:00 P.M. Special evenings, Tuesday and Thursday, 7:00 P.M. to 10:00 P.M. Contact: Ruth R. Maier, Supervisor, PL. 5-4306.	PEPSI-COLA COMPANY	NAT'L ACADEMY OF DESIGN 1083 FIFTH AVENUE
Tuesday Sept. 30 2:30 P.M.- 3:30 P.M.	WOMEN'S FASHIONS FOR FALL AND WINTER Lord and Taylor will present the Fall and Winter collection from the Women's Shop including casual, afternoon and evening fashions. Press by invitation. Publicity: Gloria Carr, WI. 7-3300, Ext. 421.	LORD AND TAYLOR	4TH FLOOR
Cancelled Sept. 30	RUSSEKS ANNUAL "PINK CHAMPAGNE" PARTY, PREVIEWING THEIR NEW DESIGN STUDIO FUR COLLECTION HAS BEEN CANCELLED. THESE FURS WILL BE SHOWN AT A LUNCHEON FASHION SHOW AT THE WALDORF-ASTORIA ON WEDNESDAY, OCTOBER 8. (See page 7)		
Tuesday Sept. 30 4:00 P.M. Cocktails	PRESS PREVIEW: CRUISE AND RESORT CLOTHES Bestlyne will present their new Reelpoise beach and play fashions for cruise and resort wear, at a cocktail party for the press. By invitation only. Publicity: Sherry Kieran, Ray Austrian Associates, MU. 5-7511.	BESTLYNE COMPANY	HAMPSHIRE HOUSE COTTAGE



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 30 5:00 P.M.	PRESS PREVIEW OF FALL SHOE COLLECTION Fall showing of Delman's shoes will be presented to the press. Attendance strictly by invitation. Contact: Herbert Lane, PL. 5-4156.	DELMAN AT BERGDORF-GOODMAN	754 FIFTH AVENUE DELMAN SALON
Tuesday Sept. 30 5:00 P.M.	PREVIEW: "DEPARTMENTS FOR BETTER LIVING" Press preview of A & S's newest devices for home comfort and beauty; fifteen table settings by noted men gourmets; seven kitchens in action; fabulous silver, china, and glass; and a "Dream Kitchen" created by Mary Margaret McBride. Preview by invitation only. Open to public on Thursday, Oct. 2. Contact: Frances Bemis, TR. 5-7200, Ext. 307.	ABRAHAM AND STRAUS (BROOKLYN)	5TH FLOOR
Wednesday October 1 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Showing of Fall and Winter hats and fur hats by Leora Creations (formerly House of Cesar) during luncheon. Press by invitation. Public by reservation. For reservations, contact, "Jack", Cotillion Room headwaiter, RE. 4-5900. Contact: Sara Colton, PL. 8-1519. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.	LEORA CREATIONS (30 EAST 54TH ST.)	HOTEL PIERRE COTILLION ROOM
Wednesday October 1 1:00 P.M. Luncheon	LUNCHEON SHOWING OF NEW FASHIONS The Tailored Woman will present new fashions at a luncheon showing. Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	THE TAILORED WOMAN	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday October 1 4:00 P.M.- 7:00 P.M. Cocktails	INTRODUCTION OF FRENCH PERFUME BY GRES Cocktail party at apartment of Laurence Harris, to introduce the new perfume "A", first perfume by the French couturiere Grès. Contact: Betsy Anne Schellhase, Redfield-Johnstone, Inc., PL. 3-6120.	LAMARTINE	455 EAST 51ST ST.
Thursday October 2 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOWING Presentation of Dein-Bacher's 1948 fur collection during luncheon. (Opening of the Sert Room with a special Thursday luncheon fashion presentation, to be followed by regular Wednesday shows.) Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Dein-Bacher contact: Miss Courtney, PL. 9-5913. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA SERT ROOM
Thursday October 2 4:00 P.M. Cocktails	PRESS PREVIEW: CRUISE AND RESORT WEAR Sun-Surf Modes presents its new line of play fashions for the cruise and resort season, at a cocktail party for the press. Attendance by invitation only. Publicity: Anita Pine, BR. 9-9350.	SUN-SURF MODES	HAMPSHIRE HOUSE COTTAGE
Monday October 6 1:00 P.M. Luncheon	TALL GIRLS' FASHIONS AT LUNCHEON SHOWING Fall and Winter fashions will be presented by Peg Newton--"the tall gals' haven", at the St. Regis Iridium Room. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Peg Newton Publicity: Maxine Joyce, Jack Goehring, CH. 4-7658. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	PEG NEWTON	ST. REGIS HOTEL IRIDIUM ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday October 6 4:00 P.M.	PRESS SHOWING OF WINTER FURS Ackerman-Blatt will present a showing of their new Winter furs to the press. Attendance by invitation only. Publicity: Mildred Kaldor, BR.9-9399.	ACKERMAN-BLATT	60 EAST 56TH STREET SALON
Beginning Monday October 6	OPENING OF RESORT AND SPRING LINES Presentation of the only lines to be shown by member firms for the entire Spring and Resort Season. (Fall lines were shown in May, and Summer merchandise will be presented in February). Members who will show their lines include:	SPORTSWEAR GUILD	INDIVIDUAL NEW YORK SHOWROOMS
	<u>Monday, October 6</u>		<u>Wednesday, October 8</u>
	SPORTCRAFT, 550 7th Ave.		DAVIDOW, 550 7th Ave.
	STAR-MAID DRESSES, 498 7th Ave.		DAVID M. GOODSTEIN, 550 7th Ave.
			MUTUAL ROSENBLUM CO. 498 7th Ave.
	<u>Tuesday, October 7</u>		<u>Thursday, October 9</u>
	ADLER & ADLER, 550 7th Ave.		CHARLES M. NUDELMAN, 550 7th Ave.
	KANE-WEILL, INC., 498 7th Ave.		ZOLTAN-ROSENBERG 550 7th Ave.
	Contact individual manufacturers.		
Tuesday October 7 9:00 A.M. Breakfast	PRESENTATION OF RESORT COLLECTION Margaret Newman's Resort Collection will be shown to press and buyers. Commentator: Florence Pritchett. Hats by Walter Florell; bags and shoes by Clair Kennedy. Gloves by Wear Right. Attendance by invitation only. Publicity: Charlotte Parker, CI. 7-8060. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.	MARGARET NEWMAN ORIGINALS (MIAMI, FLA.)	HOTEL PIERRE COTILLION ROOM
Tuesday October 7 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOWING Walter Florell will present his new Winter hat collection at the Ritz-Carlton's first luncheon fashion show for the Fall and Winter season. Press by invitation. Public by reservation. For reservations, contact PL. 3-4600, Ext. 20. Contact: Miss Jean, PL. 5-0895. Ritz-Carlton Fashion Publicity: Marion Morrison, PL. 3-4600.	WALTER FLORELL	RITZ-CARLTON HOTEL OVAL ROOM
Tuesday October 7 4:30 P.M.- 6:00 P.M. Cocktails	RESORT COLLECTION AT COCKTAIL SHOWING Frances Sider will present her resort collection of playclothes, blouses and bathing suits. Showing at 5:00 P.M. For press and trade, by invitation only. Contact: Ann Rabin, BR. 9-3790.	FRANCES SIDER	HOTEL PLAZA TERRACE ROOM
Beginning Tuesday October 7- December 16	SEVENTH FASHION TRAINING COURSE Seventh annual course, "Fashion Jobs", sponsored by The Fashion Group, Inc., and consisting of ten 2-hour sessions each week from 7:30 to 9:30 P.M., with key speakers at each meeting. These include experts in various phases of the entire fashion field, including fashion markets, fabric styling, designing trends, buying, coordination, advertising, display, publicity, and editorial. Three prizes will be awarded for essays written on the course: one of \$100, and two of \$50. Tuition fee for the series: \$15.00; or \$2.00 for each individual lecture. Only those taking the entire course are eligible for a cash prize. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	PRINCE MATCHABELLI CROWN ROOM (711 FIFTH)



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday October 8 1:00 P.M. Luncheon	DESIGN STUDIO FURS BY RALPH MARANO Luncheon preview of Ralph Marano's "New Look" collection of Design Studio Furs, over Russeks' "New Look" collection of latest French imports. Press by invitation. Public by reservation. For reservations, contact: "Frank" headwaiter, EL. 5-3000. Russeks Publicity: Helen Moran, WI. 7-1900. Waldorf-Astoria Publicity Office: Annette Goodrich, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
Wednesday October 8 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOWING Lenesta will present her Winter and Cruise collections of original hats during luncheon. Press by invitation. Public by reservations. For reservations, contact "Jack", Cotillion Room headwaiter, RE. 4-5900. Lenesta Publicity: Mildred Kaldor, BR. 9-9399. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.	LENESTA	HOTEL PIERRE COTILLION ROOM
Wednesday October 8 4:30 P.M. Cocktails	SHOWING OF SPRING COLLECTION AT COCKTAILS Linsk of California and Linsk of Philadelphia will present their Spring lines at a cocktail party and fashion show. Press and trade by invitation only. Publicity: Martha Percilla, Abbott Kimball Co., PL. 3-9600.	LINSK OF CALIFORNIA; LINSK OF PHILADELPHIA	HAMPSHIRE HOUSE COTTAGE
Thursday October 9 1:00 P.M. Luncheon	FASHIONS AND PERFUME AT LUNCHEON SHOW Milgrim will present their new fashions, coordinated with Lenthieric perfume, at a luncheon fashion show. Press by invitation. Public by reservation. For reservations, contact "Thomas", PL. 3-1740, Ext. 44. Lenthieric Publicity: Jill Jessee, PL. 3-6300. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Plaza Fashion Publicity: Dorothy King or Adele Brown, PL. 3-1740, Ext. 424 or 169.	LENTHERIC; MILGRIM	HOTEL PLAZA TERRACE ROOM
Thursday October 9 3:00 P.M.	FASHION SHOWING OF CUSTOM-MADE ORIGINALS First N. Y. showing of original, custom-made creations for tailored, afternoon, and evening wear. Hats will also be shown. Attendance by invitation only. Contact: EL. 5-1337 (from 3:00 P.M. to 6:00 P.M. daily).	IRENE de SANCY	71 EAST 57TH STREET SALON
Thursday October 9 4:30 P.M. Cocktails	PRESS SHOWING OF NEW RESORT FASHIONS Adler and Adler will present a showing of Resort, Spring, Travel, and Country fashions to the press. Attendance by invitation only. Contact: Paul Adler, CH. 4-6630.	ADLER AND ADLER INC.	550 SEVENTH AVENUE SHOWROOM
Friday October 10- October 23	PARIS FASHION FLIGHT FOR INVITED PRESS Original San Francisco fashions will be shown in the French capital for the first time on a fashion flight to Paris, sponsored by the San Francisco Manufacturers and Wholesalers Association and the City of San Francisco. Chartered Matson Sky Liners will carry representatives of the U.S. Press, invited government officials, and Hollywood stars, to Paris and return. A completely representative collection of advance Spring fashions from the California market will be shown. Contact: Adolph P. Schuman (Pres. of Mfrs. and Wholesalers Assn. of San Francisco), Lilli Ann Co., 973 Market St., San Francisco, telephone: Douglas 2182.	SAN FRANCISCO MFRS AND WHOLESALERS ASSN	PARIS, FRANCE
Oct. 12	COLUMBUS DAY (Sunday).		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday October 13 1:00 P.M. Luncheon	LUNCHEON SHOWING: FALL AND WINTER FURS New Fall and Winter furs by Revillon Freres will be presented at the St. Regis Hotel during luncheon. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Contact Revillon Freres, CI. 7-7343. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	REVILLON FRERES	ST. REGIS HOTEL IRIDIUM ROOM
Postponed October 13	THE PRESS PREVIEW OF CUSTOM MADE ORIGINALS IN NEW SWISS FABRICS, ORIGINALLY SCHEDULED FOR MONDAY, OCT. 13, AT 3:30 P.M. HAS BEEN POSTPONED TO MONDAY, OCT. 20 AT 3:30 P.M. (See Page 9).		
Monday October 13 4:00 P.M.- 6:00 P.M. Cocktails	MIAMI FASHION SHOW IN NEW YORK For the first time, over 30 Miami designers will present a N.Y. fashion showing, introducing their first market week in N.Y. For press and leading fabric mills, by invitation. Publicity: Rosemary Sheehan, CI. 7-8060.	MIAMI FASHION COUNCIL	HOTEL NEW YORKER PARLORS F AND G
Postponed October 14	THE SHOWING OF CUSTOM-MADE ORIGINALS IN NEW SWISS FABRICS, ORIGINALLY SCHEDULED FOR TUESDAY, OCT. 14, AT 1:00 P.M. HAS BEEN POSTPONED TO TUESDAY, OCT. 21 AT 1:00 P.M. (See Page 9).		
Tuesday Oct. 14 1:00 P.M. Luncheon	LUNCHEON SHOWING OF CUSTOM-ORDER FASHIONS Jonai will present, during luncheon, custom-order and ready-to-wear originals, including street, evening and dinner clothes, coats and suits. Public by reservation. Press by invitation. For reservations, contact headwaiter, PL. 3-4600, Ext. 20. Ritz Publ.: Marion Morrison, PL. 3-4600.	JONAI (408 PARK AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Wednesday Oct. 15 1:00 P.M. Luncheon	FALL AND WINTER MILLINERY SHOW Dillard Long will present his bridal millinery during luncheon in addition to new Fall and Winter hats. Press by invitation. Public by reservation. For reservations, contact "Jack", Cotillion Room headwaiter, RE. 4-5900. Contact: Dillard Long, PL. 9-4852. Publicity: Florence Lanthier, EL. 5-3644.	DILLARD LONG	HOTEL PIERRE COTILLION ROOM
Beginning Monday October 20	OPENING OF FOGA SPRING LINGES The only collections of these houses for the entire Spring season, in accordance with their procedure of showing a single line for each season, (The other seasonal openings are: Summer lines in early February, and Fall lines in May.) Guild members who will present their lines include:	FASHION ORIGINATORS' GUILD OF AMERICA	INDIVIDUAL NEW YORK SHOWROOMS
	HANSEN BANG, INC.	JOSEPH HALPERT, INC.	PARNIS-LIVINGSTON
	BEN BARRACK, INC.	HORWITZ & DUBERMAN	BEN REIG
	WILLIAM BASS DRESS CO.	INTERNATIONAL DRESS	C. H. D. ROBBINS CO.
	CAPRI FROCKS, INC.	JUNIOR LEAGUE FROCKS	PAUL SACHS ORIGINALS
	CARLYE DRESS CORP.	KAPLAN & GRABOIS	MARTIN SIMON
	DEITSCH, WERSBA & COPPOLA	SAMUEL KASS GOWNS	HERBERT SONDHEIM
	FOX-BROWNIE, INC.	LA RUE DRESSES	FRANK STARR, INC.
	ED GERRICK, INC.	DAVID LEONARD & LEVINE	SUZANNE-AUGUSTINE
	A. GOODMAN & CO., INC.	MARY LEE, INC.	JANET TAYLOR
	FRED GREENBERG DRESS CO.	MORRIS & MARCUS	HANNAH TROY, INC.
	Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday October 20 3:30 P.M. Tea, Cocktails	CUSTOM-MADE ORIGINALS IN NEW SWISS FABRICS Press preview of custom-made originals for the resort season and for special occasions in new Swiss sheer luxury fabrics. Members of the American Dressmakers Ass'n including the designers of the custom-order divisions of Henri Bendel, Bergdorf Goodman, Bonwit Teller, Hattie Carnegie, Jay Thorpe, Milgrim, Saks Fifth Avenue, Stein & Blaine, also Farquharson and Wheelock (Herman Patrick Tappe), and other leading American designers of custom-order departments, are cooperating in this combined collection presentation. First Post-War Swiss Fabric Fashion Show to be held in the U.S.A. By invitation only. Contact: MU. 5-0238.	SWISS FABRIC GROUP; AMER. DRESSMAKERS ASSN.	HOTEL PIERRE COTILLION ROOM
Tuesday October 21 1:00 P.M. Luncheon	CUSTOM-MADE ORIGINALS IN NEW SWISS FABRICS Combined showing in custom-order resort fashion originals as prepared by the members of the American Dressmakers Ass'n and other leading American designers of custom-order apparel, interpreting in fashion the rare beauty of the new fabrics from Switzerland, recently arrived in the U.S.A. For the public by invitation only. Contact: MU. 5-0238.	AMER. DRESSMAKERS ASSN.; SWISS FABRIC GROUP	HOTEL PIERRE COTILLION ROOM

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## F A S H I O N      J O B S

### JOBS WANTED

EXP. DESIGNER, great creative ability all types sport, day and evening wear. Sketches, cuts, fits, makes muslins. Can do own tailoring on creation. Box JW-508

ASSISTANT ART DIRECTOR, ACCOUNT EXEC. Young, publicity, cosmetic, fashion background. Flair accessorizing, knowledge space, models, some copywriting. Box JW-507

SECRETARY AND ASSISTANT to Fashion Editor or Stylist. Girl Friday type of job. Thoroughly trained in advertising. Box JW-509

ADVERTISING, MERCHANDISING in Fashions or Cosmetics. Excellent background in advertising and radio. Box JW-600

### JOBS AVAILABLE

SELLING - BUYING - MERCHANDISING. Excellent training for young woman with college background in N. J. Specialty Shop. Box JA-40

BUYER for blouse dept. of well known Specialty Shop. Must know market, good contacts. Department store training helpful. Box JA-41

SECRETARY-STENO. for account executive of established advertising agency. Good opportunity for beginner. Interesting position. Salary \$35. Box JA-42

WHEN CONTACTING A BOX NUMBER,  
PLEASE REFER TO THAT NUMBER,  
c/o FASHION CALENDAR  
44 West 52 Street  
New York 19, N.Y.  
(EL. 5-3998)

### PRICE OF 4-LINE INSERTION

Job Wanted.....\$2.50  
Job Available.....\$5.00

(4 lines of 39 characters per line)

Deadline: Tuesday at 5:00 P.M.

Check or money order must  
accompany all job insertions.



MUSIC...THEATRE...MOVIES...NIGHT SPOTS

Friday      BALLET Russe de Monte Carlo      N. Y. CITY CENTER, 131 WEST 55TH ST.  
 Sept. 19-      Last three days of Ballet Russe de Monte Carlo:  
 Sept. 21      Fri. Eve. Sept. 19 -- BALLET IMPERIAL, NIGHT SHADOW, FRANKIE & JOHNNY.  
                  Sat. Mat. Sept. 20 -- RAYMONDA, CIRQUE DE DEUX, RODEO.  
                  Sat. Eve. Sept. 20 -- BAISER DE LA FEE, MADRONOS, RODEO.  
                  Sun. Mat. Sept. 21 -- THE NUTCRACKER, CIRQUE DE DEUX, RODEO.  
                  Sun. Eve. Sept. 21 -- LES SYLPHIDES, LOLA MONTEZ, GAITE PARISIENNE.  
                  Publicity: Margaret Hornyak, CI. 7-5911.

Monday      OPENING: NEW YORK CITY SYMPHONY      N. Y. CITY CENTER, 131 WEST 55TH ST.  
 Sept. 22      Concerts will be presented for 10 consecutive Mondays and Tuesdays,  
                  conducted by Leonard Bernstein. Contact: N. Y. City Center, CI. 6-8989.

Wednesday      PREMIERE: "DESERT FURY" (Movie)      PARAMOUNT THEATRE, B'WAY & 43RD ST.  
 Sept. 24      Paramount Pictures' new Hal Wallis production starring John Hodiak,  
                  Burt Lancaster and Elizabeth Scott, a romantic melodrama about the conflict  
                  between a mother and her rebellious daughter. Director: Lewis Allen.  
                  Costumes: Edith Head. Publicity: Edith Stone, BR. 9-8700.

Wednesday      WORLD'S CHAMPION RODEO      MADISON SQUARE GARDEN, 50TH ST. & 8TH AVE.  
 Sept. 24-      Twenty-second Annual World's Champion Rodeo with Gene Autry and his horse,  
 Oct. 26      Champion. Prices: \$1.75-\$6.00. Publicity: Frank Moore, CO. 5-6800.

Thursday      OPENING: "I GOTTA GET OUT"      CORT THEATRE, 48TH ST. EAST OF B'WAY  
 Sept. 25      Herbert H. Harris and Lester Meyer present a rollicking comedy against the  
                  background of a racetrack, by Joseph Fields and Ben Sher. The cast in-  
                  cludes David Burns, Edith Meiser, Reed Brown, Jr. and Peggy Maley.  
                  Director: Joseph Fields. Settings: Raymond Sovey. Publicity: Richard  
                  Maney, WI. 7-6939.

Thursday      OPENING: NEW YORK CITY OPERA      N. Y. CITY CENTER, 131 WEST 55TH ST.  
 Sept. 25-      The September schedule includes: Sept. 25, SALOME; Sept. 26, LA BOHEME;  
 Nov. 16      Sept. 27, CARMEN; Sept. 28, (Mat.) RIGOLETTO, (Eve.) EUGENE ONEGIN.  
                  Artistic and Music Director: Laszlo Halasz. Contact: CI. 6-8989.

Saturday      OPENING: "OUR LAN'"      ROYALE THEATRE, 45TH ST. WEST OF B'WAY  
 Sept. 27      The Theatre Guild presents Eddie Dowling and Louis J. Singer's production  
                  of "Our Lan'" by Theodore Ward. The company of 42 is headed by Muriel  
                  Smith, William Veasey, Julie Haydon, Valerie Black. Directed by Eddie  
                  Dowling and Edward R. Mitchell. Settings: Ralph Alswang. Publicity:  
                  Sol Jacobson, CH. 4-7465.

Tuesday      OPENING: "HOW I WONDER"      HUDSON THEATRE, 44TH ST. EAST OF B'WAY  
 Sept. 30      Garson Kanin and Ruth Gordon, in association with Victor Sanrock and  
                  William Fields, present Donald Ogden Stewart's new play. Raymond Massey  
                  stars, and cast includes Carol Goodner, Everett Sloane, Meg Mundy, Wyrley  
                  Birch. Director: Garson Kanin. Settings: Donald Oenslager. Costumes:  
                  Helene Pons. Publicity: William Fields, CI. 5-7930.

Wednesday      OPENING: "COMMAND DECISION"      FULTON THEATRE, 46TH ST. WEST OF B'WAY  
 Oct. 1      Kermit Bloomgarden, in association with Sydney Phillips, presents the new  
                  William Wister Haines play with an all-male cast, based on the best  
                  selling novel, describing an Air Force general and the obstacles he  
                  encounters in wiping out jet plane manufacture in Germany. Featured are  
                  Paul Kelly, Jay Fasset, Paul McGrath. Directed by John O'Shaughnessy.  
                  Setting by Jo Mielziner. Publicity: Richard Maney, WI. 7-6939.